

michigan

IN TOUCH

The Lutheran Witness Michigan District Supplement

2024 Advertisement Rates & Requirements

About Michigan In Touch - LW Supplement

The *Michigan In Touch* supplement is a printed publication of the Michigan District, LCMS which appears in *The Lutheran Witness*, the official publication of The Lutheran Church—Missouri Synod. It also is available in its entirety online at michigandistrict.org. The supplement is a compilation of articles that point to Christ, share God's Word, and celebrate the journey, joys, and challenges of the ministry entrusted to God's people in the Michigan District, LCMS. *Michigan In Touch* is edited and produced by the Michigan District Communications Department and financed through the District budget and advertising revenue. The audience of the magazine includes professional church workers, ministry leaders, and congregation members. Current circulation is over 2,400.

Ad Submission Requirements

- Those who would like to advertise need not only be 501(c)(3) non-profit organizations, but must be authorized by the USPS to mail under non-profit rates.
- Adobe PDF format high resolution files are preferred.
- Graphic design assistance may be available based on time and complexity. Contact Debby Fall at 734.213.3240 for more details.
- All advertising is subject to approval and must be consistent with the doctrinal teachings of The Lutheran Church—Missouri Synod.

Rates, Sizes, and Deadlines

Display Advertising Rates and Sizes

Ad Size	Cost (per issue)	Orientation	Dimensions (w/o bleed)	Dimensions (with bleed)*
1/4	\$134	Vertical	3.4375 in x 4.5 in.	N/A
1/2	\$268	Horizontal	7.125 in. x 4.5 in.	N/A
Full Page	\$412	Vertical	7.125 in. x 9.625 in.	8.375 in. x 10.8125 in.

* These dimensions include an 1/8 inch (.125 in) bleed on all four sides. Please remember that this portion will be trimmed and should not contain important information. It is preferable that all text be kept within 1/4 inch from the trim line.

Advertising Deadlines

Supplement	Deadline
February 2024	December 15, 2023
March 2024	January 15, 2024
April 2024	February 15, 2024
May 2024	March 15, 2024
June/July 2024	April 15, 2024
August 2024	June 15, 2024
September 2024	July 15, 2024
October 2024	August 15, 2024
November 2024	September 15, 2024
December 2024	October 15, 2024
January 2025	November 15, 2024

Contact Information

Editorial & Art Manager	Debby Fall debby.fall@michigandistrict.org 734.213.3240
Staff Writer/Copy Editor	Elisa Schulz elisa.schulz@michigandistrict.org 734.213.4266
Art Director	Linda Ekong linda.ekong@michigandistrict.org 734.213.4265
Subscriptions	Donna Conrad donna.conrad@michigandistrict.org 734.213.3236



Michigan District of The Lutheran Church—Missouri Synod | 3773 Geddes Road, Ann Arbor, Michigan 48105-3098

Phone: 734.665.3791 | Toll Free: 888.225.2111 | Fax: 734.665.0255 | michigandistrict.org | facebook.com/milcms | twitter.com/milcms

People of Hope ... Vigorously Making Known the Love of Christ